GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:371
ANSWERED ON:18.08.2000
REVENUE EARNED BY DD
VIJAY GOEL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total revenue earned by the Doordarshan from the different programmes during the last eight months;

(b) the extent to which this revenue is higher or lower as compared to the corresponding period of the last year;

(c) the reasons therefor;

(d) whether the viewership of the Doordarshan has increased as compared to the private channels;

(e) if so, the details of the comparative figures thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO.371 FOR ANSWER ON 18.8.2000

(a & b) : During the period Dec.`99 to July`2000, Doordarshan earned commercial revenue to the tune of Rs. 450.20 crores. During the corresponding period of last year, i.e., Dec`98 to July`99, Doordarshan earned a revenue of Rs. 271 crores. Thus the revenue is higher by Rs.179.20 crores.

(c): The main reason for this increase is due to realisation of old outstanding dues and telecast of high quality programmes, rationalisation in the commercial rate card, introduction of Holiday and Saturday feature films and creation of additional chunks.

(d) & (e): Consequent on a number of measures taken by Doordarshan to improve its viewership, there has been a definite upsurge in terms of viewership to DD and it is back in the reckoning of the advertisers. As per special evaluation study by TAM, there has been an overall growth of 26% viewership between June, 1999 and January, 2000. During this period DD-I was the most watched channel in all parts of the country. In a typical home, a viewer spent 54 minutes a day watching DD-I programmes whereas he/she spent 07 minutes with Zee and Sony.